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36192 7590 07/15/2009

AT&T Legal Department - CC
Attn: Patent Docketing
Room 2A-207
One AT&T Way
Bedminster, NJ 07921

EXAMINER

SHEDRICK, CHARLES TERRELL

ART UNIT

PAPER NUMBER

2617

DATE MAILED: 07/15/2009

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/713,939	11/13/2003	Samuel Zellner	030392 (BLL-0126)	4821

TITLE OF INVENTION: METHOD, SYSTEM, AND STORAGE MEDIUM FOR PROVIDING COMPREHENSIVE ORIGINATOR IDENTIFICATION SERVICES

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$300	\$0	\$1810	10/15/2009

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail Stop ISSUE FEE**
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INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

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36192 7590 07/15/2009

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I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)

(Signature)

(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/713,939	11/13/2003	Samuel Zellner	030392 (BLL-0126)	4821

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nonprovisional	NO	\$1510	\$300	\$0	\$1810	10/15/2009

EXAMINER	ART UNIT	CLASS-SUBCLASS
SHEDRICK, CHARLES TERRELL	2617	455-415000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).	2. For printing on the patent front page, list (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.
<input type="checkbox"/> Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.	1_____
<input type="checkbox"/> "Fee Address" indication (or "Fee Address" indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.	2_____
	3_____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE _____ (B) RESIDENCE: (CITY AND STATE OR COUNTRY) _____

Please check the appropriate assignee category or categories (will not be printed on the patent): Individual Corporation or other private group entity Government

4a. The following fee(s) are submitted:	4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)
<input type="checkbox"/> Issue Fee	<input type="checkbox"/> A check is enclosed.
<input type="checkbox"/> Publication Fee (No small entity discount permitted)	<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.
<input type="checkbox"/> Advance Order - # of Copies _____	<input type="checkbox"/> The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)	<input type="checkbox"/> a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.	<input type="checkbox"/> b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).
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Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS; SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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36192	7590	07/15/2009	EXAMINER	
AT&T Legal Department - CC				SHEEDRICK, CHARLES TERRELL
Attn: Patent Docketing				ART UNIT
Room 2A-207				PAPER NUMBER
One AT&T Way				2617
Bedminster, NJ 07921				DATE MAILED: 07/15/2009

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b)

(application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 0 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 0 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Notice of Allowability	Application No.	Applicant(s)
	10/713,939	ZELLNER, SAMUEL
	Examiner	Art Unit
	CHARLES SHEDRICK	2617

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTO-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. This communication is responsive to 2/26/09.

2. The allowed claim(s) is/are 1-2,4-9,11-16 and 18-23,renumbered 1-19 respectively.

3. Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some* c) None of the:

1. Certified copies of the priority documents have been received.

2. Certified copies of the priority documents have been received in Application No. _____.

3. Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. CORRECTED DRAWINGS (as "replacement sheets") must be submitted.

(a) including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached 1) hereto or 2) to Paper No./Mail Date _____.

(b) including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. Notice of References Cited (PTO-892)
2. Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____
4. Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. Notice of Informal Patent Application
6. Interview Summary (PTO-413),
Paper No./Mail Date _____.
7. Examiner's Amendment/Comment
8. Examiner's Statement of Reasons for Allowance
9. Other _____.

/Charles Shedrick/
Examiner, Art Unit 2617

DETAILED ACTION

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Marisa J. Dubuc, Reg. No. 46,673 on 5/14/09.

The application has been amended as follows:

1. (Currently Amended) A method for selecting enhanced originator information for transmission over a communications network, the method comprising: retrieving a service profile for a recipient terminal from a service profile database in response to initiation of a communication by an originator terminal to the recipient terminal, the service profile retrieved using a recipient terminal address in the communication initiation, the service profile specifying a service plan and a terminal capability of the recipient terminal to retrieve the enhanced originator information from the originator terminal; processing the service profile to determine types of information elements that the recipient terminal receives to perform an enhanced originator identification of the originator terminal; selecting multiple information elements associated with the originator terminal by retrieving the multiple information elements from a network database based upon the service plan and the terminal capability of the recipient terminal; and transmitting a communication including the multiple information elements to the recipient terminal prior to establishing a communications session with the recipient terminal;

wherein the service plan includes options including controlling presentation of the communication on the recipient terminal by screening the multiple information elements in the communication based upon at least one of content or format of the multiple information elements, the screening performed based upon criteria configured by a user of the recipient terminal, the screening including: preventing an incoming call, in which a caller has information elements that have been blocked by the recipient pursuant to the service profile, from the recipient terminal; and forwarding a call that includes a video file as the information elements to a cellular telephone; wherein the information elements include advertising material and at least one of: a font and character style specification for displaying the advertising material in accordance with the terminal capability;

a logo;

audio;

multi-media;

animation;

VPIM;

a uniform resource locator;

video; and

an alerting tone.

8. (Currently Amended) A storage medium including machine-readable computer program code for transmitting enhanced originator information over a communications network, the storage medium including instructions for causing a server to implement a method comprising: retrieving a service profile for a recipient terminal from a service profile database in

response to initiation of a communication by an originator terminal to the recipient terminal, the service profile retrieved using a recipient terminal address in the communication initiation, the service profile specifying a service plan and a terminal capability of the recipient terminal; selecting multiple information elements associated with the originator terminal from a network database by retrieving the multiple information elements based upon the service plan and the terminal capability of the recipient terminal; providing an identification of the originator terminal based on information elements that the recipient terminal receives based on the service profile, the identification being associated with an enhanced identification communication; and transmitting the enhanced identification communication including the multiple information elements to the recipient terminal prior to establishing a communications session with the recipient terminal; wherein the service plan includes options including controlling presentation of the communication on the recipient terminal by screening the multiple information elements in the communication based upon at least one of content or format of the multiple information elements, the screening performed based upon criteria configured by a user of the recipient terminal, the screening including: preventing an incoming call, in which a caller has information elements that have been blocked by the recipient pursuant to the service profile, from the recipient terminal; and forwarding a call that includes a video file as the information elements to a cellular telephone; wherein the information elements include advertising material and at least one of: a font and character style specification for displaying the advertising material in accordance with the terminal capability; a logo;

an image;

audio;

multi-media;

animation;

VPIM;

a uniform resource locator;

video; and

an alerting tone.

15. (Currently Amended) A system for transmitting enhanced originator information over a communications network comprising: a caller identification-enabled recipient terminal, the recipient terminal operating over a communications network via a service provider; an originator terminal operating over a communications network via a service provider; a network-based originator communications information database; a service profile database for the originator terminal to retrieve a service profile of the recipient terminal to determine types of information elements representing enhanced originator information identifying the originator terminal, which the recipient terminal receives; and an originator identification system executed by the communications network, the originator identification system performing: retrieving a service profile for the recipient terminal from the service profile database in response to initiation of a communication by the originator terminal to the recipient terminal, the service profile retrieved using a recipient terminal address in the communication initiation, the service profile specifying a service plan and a terminal capability of the recipient terminal; selecting multiple information elements associated with the originator terminal from the network-based originator

communications information database by retrieving the multiple information elements based upon the service plan and the terminal capability of the recipient terminal; and transmitting a communication including the multiple information elements to the recipient terminal prior to establishing a communications session with the recipient terminal; wherein the service plan includes options including controlling presentation of the communication on the recipient terminal by screening the multiple information elements in the communication based upon at least one of content or format of the multiple information elements, the screening performed based upon criteria configured by a user of the recipient terminal, the screening including: preventing an incoming call, in which a caller has information elements that have been blocked by the recipient pursuant to the service profile, from the recipient terminal; and forwarding a call that includes a video file as the information elements to a cellular telephone; wherein the information elements include advertising material and at least one of: a font and character style specification for displaying the advertising material in accordance with the terminal capability; a logo; an image; audio; multi-media; animation; VPIM; a uniform resource locator; video; and an alerting tone.

The following is an examiner's statement of reasons for allowance: 1-2,4-9,11-16 and 18-23, renumbered 1-19 respectively have been indicated as allowable for reasons indicated in the Applicant remarks dated 2/26/09.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

2. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Zellner et al., Patent Pub. No.: US 2004/0097243 A1

Zellner et al., Patent Pub. No.: US 2002/0077897 A1

Zellner et al., Patent Pub. No.: US 20020077118 A1

Zellner et al., Patent Pub. No.: US 20020077084 A1

Zellner et al., Patent Pub. No.: US 2002/0077083 A1

Matz Patent Pub. No.: US 20040168121 A1

Matz Patent Pub. No.: US 20040261096 A1

Matz Patent Pub. No.: US 20040255321 A1

Matz Patent Pub. No.: US 20050033849 A1

Novak et al. Patent No.: 7,006,613 B2

Fredlund et al., US Patent No.: 2004/0122918 A1

Any inquiry concerning this communication or earlier communications from the examiner should be directed to CHARLES SHEDRICK whose telephone number is (571)272-8621. The examiner can normally be reached on Monday thru Friday 8:00AM-4:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Lester Kincaid can be reached on (571)-272-7922. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Charles Shedrick/
Examiner, Art Unit 2617

/Lester Kincaid/
Supervisory Patent Examiner, Art Unit 2617